

# plan NORFOLK 2030

A decorative horizontal row of blue squares, with three squares under the word 'plan' and thirteen squares under the word 'NORFOLK'.

## Public Hearing Draft Plan

City Council

November 6, 2012

# What is plaNorfolk2030?

- ❑ Norfolk's Comprehensive Plan or General Plan
- ❑ Citywide in scope – not a neighborhood plan
- ❑ Policies and maps to guide the development of the community – “a roadmap for the future”
  - Where do we want to go?
  - What actions are required to get us there?
  - How will we know we are headed in that direction?



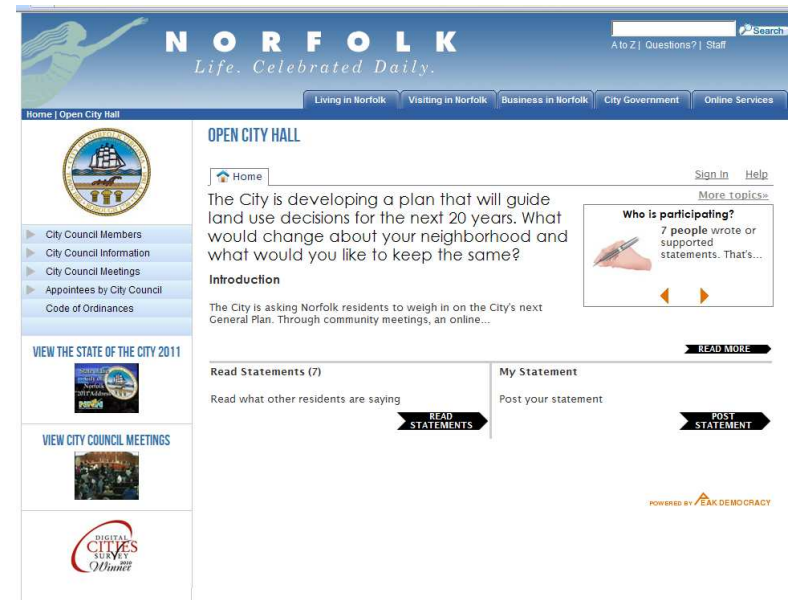
# Virginia Requirements for Local Comprehensive Planning

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- ❑ State requires that every jurisdiction prepare a Comprehensive Plan
  - No other plans required (e.g., neighborhood plans)
- ❑ Show long-range general development of the jurisdiction
- ❑ Intended to guide “coordinated, adjusted, and harmonious development...to best promote the health, safety, convenience, prosperity, and general welfare of our citizens, including the elderly and persons with disabilities”
- ❑ Review of Comprehensive Plan required at least every five years to determine if an update is advisable

# Status of plaNorfolk2030

- ❑ City Council directed that staff update General Plan in 2008.
- ❑ City Planning Commission worked with staff to draft plan throughout 2011.
- ❑ Staff presented draft plan to public at six community meetings in late 2011.
  - 429 Unique Comments
- ❑ Comments from other sources
  - Civic Leagues
  - Open City Hall
  - Facebook
  - City Staff



# Status of plaNorfolk2030

- City Planning Commission revised draft plan based on public input in early 2012.
- VDOT reviewed and approved plan on August 31, 2012.
- City Planning Commission has scheduled a public hearing for December 13, 2012.

# Vision

*“If you don’t care where you are going, any path will take you there.”*

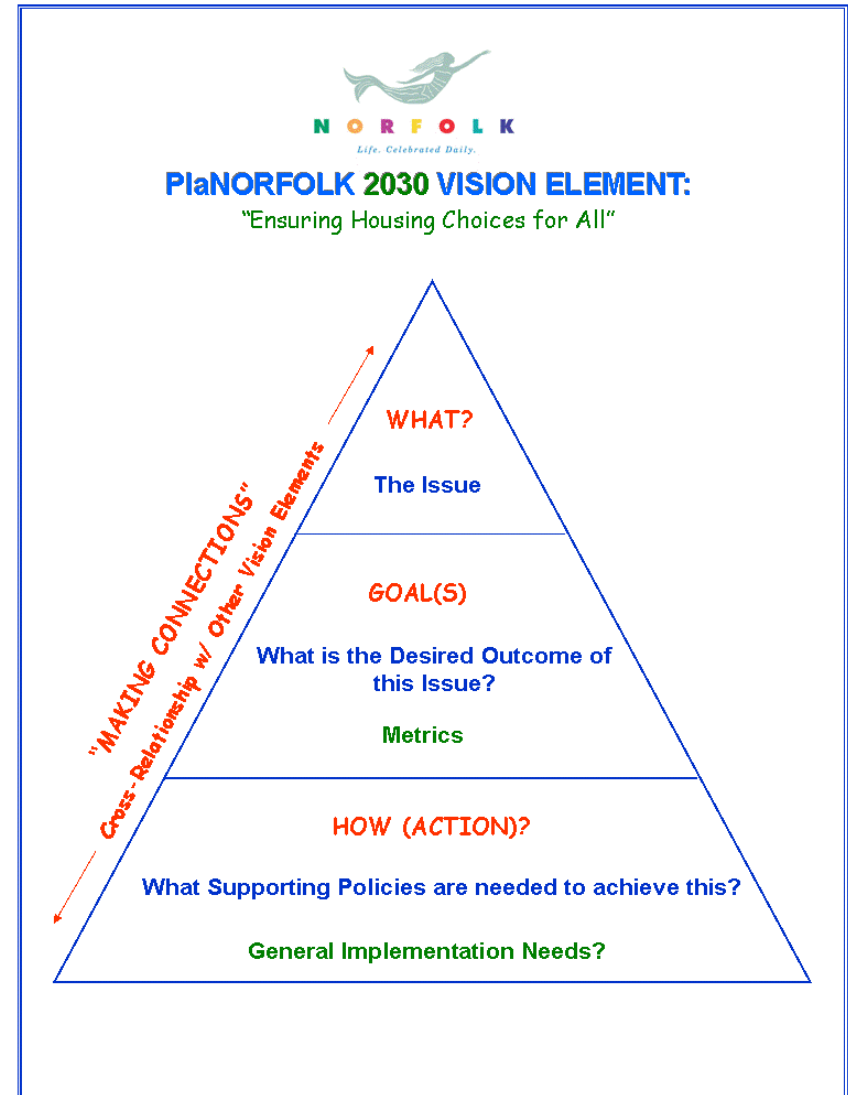
Norfolk: A real city that is a great place to live, work, and play, with:

- ❑ Strong and safe neighborhoods where people want to live, each with its own unique identity and design;
- ❑ A comprehensive transportation system – rare among cities of its size – that offers a wide variety of choices, while also serving as a regional transportation hub;
- ❑ A healthy economy that provides varied employment opportunities for a well-trained workforce, a world-class port, a strong military presence, and a vibrant Downtown;
- ❑ A sustainable environment that is not simply protected, but enhanced;
- ❑ A variety of well-maintained housing options that are affordable and accessible to all residents;
- ❑ A well managed government that provides efficient and accountable public services to its citizens;
- ❑ A wide variety of cultural and recreational opportunities that lead to a fun and healthy lifestyle for a diverse population;
- ❑ A long and rich history that is reflected in its architecture and cultural resources; and
- ❑ A commitment to regional cooperation, recognizing the importance of a regional approach in the 21st Century.

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# Chapter Development

- Technical Advisory Teams for each Theme
  - Identified issues
  - Set goals and defined related outcomes with metrics
  - Determined necessary actions



## Implementing plaNorfolk2030

# Accessibility, Mobility, and Connectivity

## *Providing Transportation Options*

- ❑ “A comprehensive transportation system — rare among cities of its size — that offers a wide variety of choices, while also serving as a regional transportation hub”
  - Develop “complete streets” that acknowledge all modes
  - Provide connections through a safe and efficient multi-modal regional transportation system
  - Continue development of transportation linkages connecting Norfolk to the larger region, nation and world



# Accessibility, Mobility, and Connectivity

## *Providing Transportation Options*

- Issue: Expanding light rail
  - *Metric: Light rail ridership.*
    - Action: Explore the potential for a transit ridership incentive program (T1.2.4).
    - Action: Continue seeking funding to improve the transit network (T1.2.7).
    - Action: Encourage land use patterns designed to support transit (T1.2.8).

Year	LRT Ridership
2011	683,009



# Accessibility, Mobility, and Connectivity

## Providing Transportation Options

### □ Issue: Expanding bicycle facilities

#### ■ *Metric: Mileage of bicycle facilities.*

- Action: Add sidewalks/bike lanes/paths to reduce gaps between segments (T1.3.3).
- Action: Improve bike/pedestrian crossings of major streets (T1.3.5).

Year	Miles of Bike Facilities
2012	17.4



# Environmental Sustainability

## Promoting Environmental Sustainability

- ❑ “A sustainable environment that is not simply protected, but enhanced”
  - High quality natural resources
  - Prepare for the consequences of natural hazards, such as flooding
  - Incorporate sustainability into daily living



# Environmental Sustainability

## Promoting Environmental Sustainability

### □ Issue: Reducing the impact of flooding

#### ■ *Metric: Properties in flood zones that receive a variance to waive flood protection requirements.*

- Action: Revise development regulations to respond to the impact of sea level rise (ES2.1.2).
- Action: Monitor changes in tide data (ES2.1.3).
- Action: Develop a stormwater master plan (ES2.1.5).
- Implement wetland design changes, such as living shorelines (ES2.1.6).

Year	Variances Granted
2011	1



# Environmental Sustainability

## *Promoting Environmental Sustainability*

### □ Issue: Encouraging sustainable practices

#### ■ *Metric: Energy use per square foot in City facilities.*

- Action: Identify City properties where alternative energy sources could be utilized (ES3.1.4).
- Action: Promote green municipal projects as models for the private sector (ES3.1.5).
- Action: Promote green technologies through programs such as Green Home Choice Program (ES3.1.6).
- Action: Offer incentives to encourage energy efficient design (ES3.1.7).

Year	Pretlow Library
2010	\$2.74 per ft <sup>2</sup>



# Safe, Healthy, and Inclusive Communities

## *Identifying Land Use Strategies*

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- “A real city that is a great place to live, work and play”
  - Land uses that complement or enhance Norfolk’s physical characteristics



# Safe, Healthy, and Inclusive Communities

## *Land Use Categories*

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1992 General Plan	New General Plan
<p>Residential:</p> <ul style="list-style-type: none"><li>■ <i>Low Density Residential</i></li><li>■ <i>Medium Density Residential</i></li><li>■ <i>High Density Residential</i></li></ul>	<p>Residential:</p> <ul style="list-style-type: none"><li>■ <i>Single Family Suburban</i></li><li>■ <i>Single Family Traditional</i></li><li>■ <i>Single Family Urban</i></li><li>■ <i>Residential Mixed</i></li><li>■ <i>Multifamily</i></li><li>■ <i>Multifamily Corridor</i></li></ul>

# Safe, Healthy, and Inclusive Communities

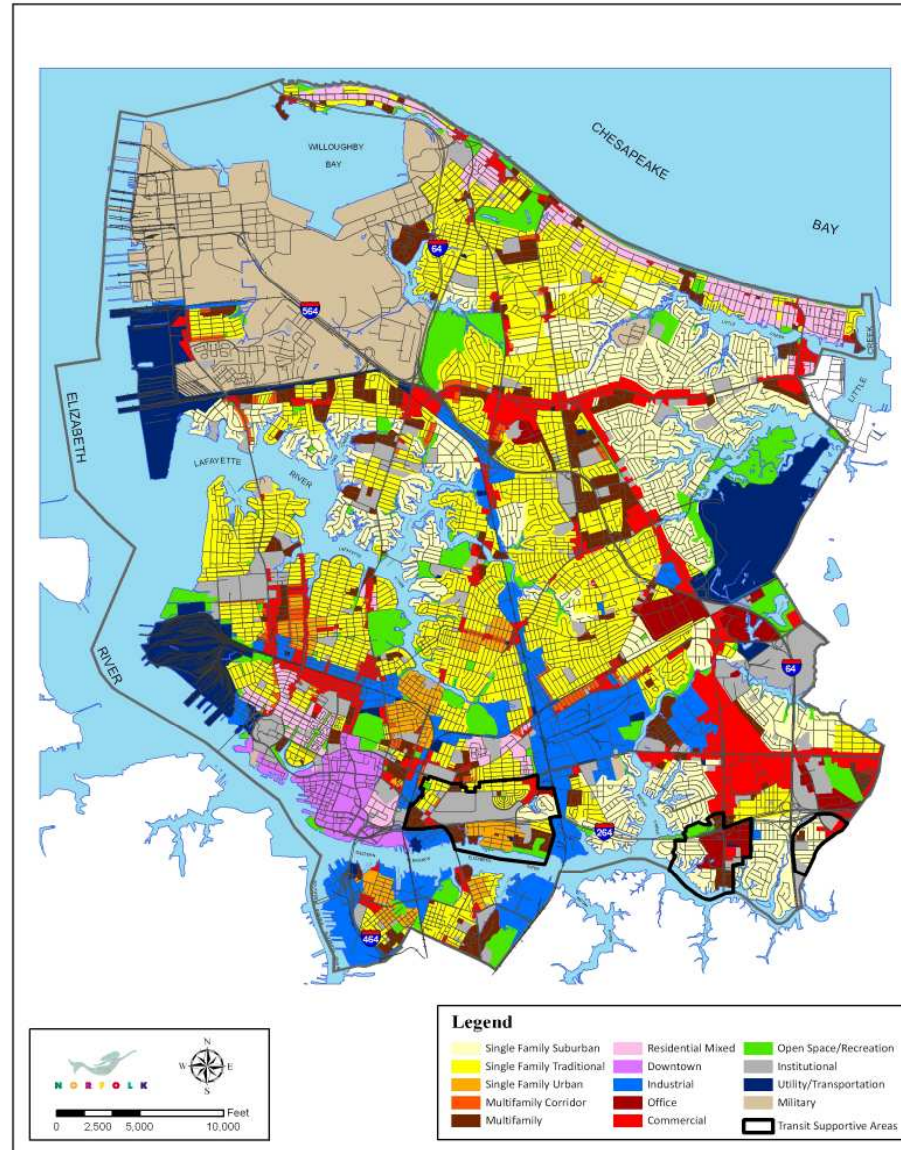
## *Land Use Categories*

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1992 General Plan	New General Plan
Commercial/Office	Commercial
	Office
Industrial/Transportation/ Utility	Industrial
	Utility/Transportation
Educational, Recreational, etc.	Institutional
	Open Space/Recreation
Military	Military
Mixed Use	Downtown

# Safe, Healthy, and Inclusive Communities

## *Future Land Use Map*



# Safe, Healthy, and Inclusive Communities

## *Identifying Land Use Strategies*

- Issue: Complementing the existing built and natural environment
  - *Metric: Properties in flood zones that receive a variance to waive flood protection requirements.*
    - Action: Develop new zoning tools (LU1.2.1).
    - Action: Establish parking standards within the Character Districts (LU1.2.3).
    - Action: Ensure new development in flood-prone areas complies with flood protection regulations (LU1.2.7).

Year	Variances Granted
2011	1



# Safe, Healthy, and Inclusive Communities

## *Creating and Maintaining Healthy and Vibrant Neighborhoods*

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- ❑ “Strong and safe neighborhoods where people want to live, each with its own unique identity and design”
  - Residents that take ownership of their neighborhoods
  - Enhanced neighborhood vitality
  - Enhanced neighborhood character, design, and visual identity
  - Area planning policy
  - Implement existing area plans



# Safe, Healthy, and Inclusive Communities

## *Creating and Maintaining Healthy and Vibrant Neighborhoods*

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### □ Issue: Enhancing neighborhood character, design, and identity

#### ■ *Metric: Change in property values.*

- Action: Utilize character districts to establish differing development standards based on development character (LU1.1.6).
- Action: Develop a list of public improvements which can enhance visual character (N3.1.1).

Year	Avg. Residential Value
2011	\$212,017



# Safe, Healthy, and Inclusive Communities

## *Ensuring Housing Choices for All*

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- “A variety of well-maintained housing options that are affordable and accessible to all residents”
  - High quality and sustainable, with a range of choices
  - Meets the needs of the special needs populations



# Safe, Healthy, and Inclusive Communities

## *Ensuring Housing Choices for All*

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- Issue: Ensuring that housing is affordable
  - *Metric: Households paying less than 30% of income on shelter.*

Year	Housing Costs Under 30% of Income
2010	50.3%

- Action: Ensure the zoning ordinance provides for a variety of housing types and densities (HC2.2.1).
- Action: Continue to support NRHA in improving housing quality (HC2.2.4).
- Action: Utilize state/federal programs to fund mixed-income, mixed-use projects (HC2.2.5).
- Action: Provide leadership to create a balanced regional supply of affordable housing (HC2.2.9).

# Safe, Healthy, and Inclusive Communities

## *Preserving Our Heritage*

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- ❑ “A long and rich history that is reflected in its architecture and cultural resources”
  - A greater awareness of Norfolk’s heritage and protection of Norfolk’s historic resources
  - Improved and streamlined processes



# Safe, Healthy, and Inclusive Communities

## *Preserving Our Heritage*

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- Issue: Improving awareness of Norfolk's heritage

- *Metric: Resources with a City-provided marker.*

- Action: Identify sites for new Cannonball Trail markers (H1.2.2).
- Action: Develop a local plaque program to recognize contributing structures or sites that have local landmark designation (H1.2.3).

Year	Known Sites	# with Marker
2012	5,547	17



# Safe, Healthy, and Inclusive Communities

## *Enjoying Daily Life*

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- ❑ “A wide variety of cultural and recreational opportunities that lead to a fun and healthy lifestyle for a diverse population”
  - A rich variety of parks and recreational and cultural opportunities
  - A more vibrant, dynamic city



# Safe, Healthy, and Inclusive Communities

## *Enjoying Daily Life*

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- Issue: Providing a variety of recreational and cultural opportunities

- Metric: Households within ½ mile of a neighborhood park.*
- Metric: Households within 2½ miles of a library.*



Year	Within ½ mile of Neighborhood Park
2012	91.6% of Households

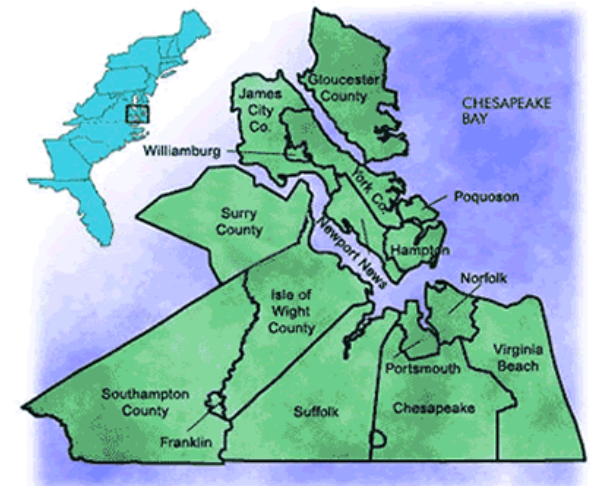
Year	Within 2½ miles of Library
2012	98.9% of Households

- Action: Implement RPOS Master Plan (DL1.1.2).
- Action: Implement Library Master Plan (DL2.1.1).

# Economic Vitality and Workforce Development

## *Fostering Responsible Regional Cooperation*

- “A commitment to regional cooperation, recognizing the importance of a regional approach in the 21st Century”
  - Enhanced regional economic competitiveness
  - Efficient regional service delivery
  - Regional approach to emerging issues



# Economic Vitality and Workforce Development

## *Fostering Responsible Regional Cooperation*

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- ❑ Issue: Ensuring effective and efficient delivery of services on a region-wide basis
  - *Metric: Change in cost of services compared to other regions.*
    - ❑ Action: Encourage a coordinated approach to the development of affordable housing (RC2.1.3).
    - ❑ Action: Develop and implement regional programs addressing special needs populations (RC2.1.4).

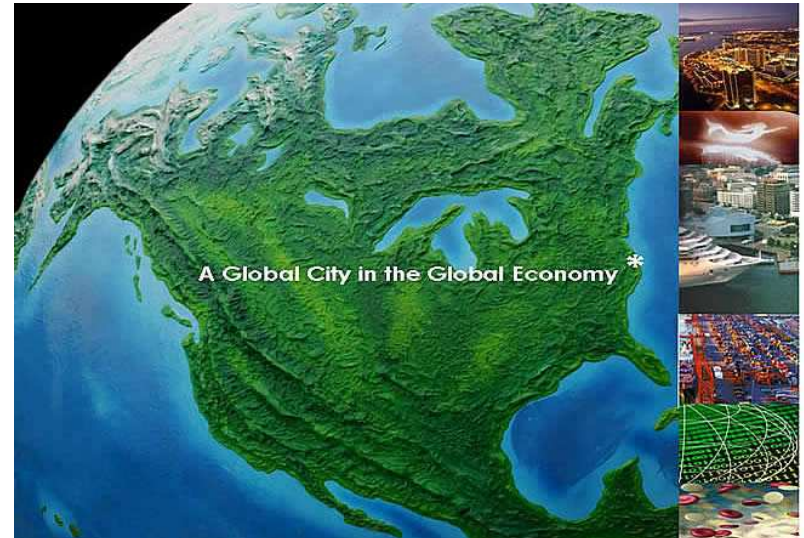


# Economic Vitality and Workforce Development

## *Enhancing Economic Vitality*

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- “A healthy economy that provides varied employment opportunities for a well-trained workforce, a world-class port, a strong military presence, and a vibrant Downtown”
  - Healthy economy and increased employment opportunities through business retention, expansion and attraction and lifelong learning opportunities.



# Economic Vitality and Workforce Development

## *Enhancing Economic Vitality*

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- Issue: Enhancing the business environment

- *Metric: Time needed to receive development approvals.*

- Action: Provide technical assistance to businesses (EV1.1.7).
    - Action: Evaluate city processes and modify to support business investment (EV1.1.8).
    - Action: Expand online city services to include permitting (EV1.1.9).

Year	Time to Process Rezoning
2012	14 weeks



# Economic Vitality and Workforce Development

## *Enhancing Economic Vitality*

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- Issue: Utilizing our culture and heritage to facilitate economic development

- *Metric: Employment in scientific and creative fields.*

Fields	2010 Employment
Science, engineering	11,104
Education	4,778
Research	2,749
Arts, Design	2,284
<b>Total</b>	<b>20,915</b>

- Action: Reduce regulations on activities that add life to the street (DL3.1.4).
  - Action: Support the creation of one or more arts districts by making needed regulatory changes (DL3.1.6).

# Lifelong Learning

## *Enhancing Economic Vitality*

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- Issue: Investing in lifelong learning to promote economic vitality

- *Metric: High School Graduation Rate.*

- Action: Work with public schools, universities, colleges, and trade schools to tailor their programs to the changing opportunities of Norfolk's economy (EV1.3.1, EV1.3.2).
    - Action: Reflect the importance of higher education and institutional partners as engines of economic development (EV1.3.4).

Year	Graduation Rate
2011	73.65%



# Well Managed Government

## *Delivering Quality Community Services*

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- ❑ “A well managed government that provides efficient and accountable public services to its citizens”
  - Community facilities to meet the needs of the public
  - Public educational facilities that are responsive to changing needs, a safe environment, quality public utility services and cemeteries that are places of honor and respect



# Well Managed Government

## *Delivering Quality Community Services*

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- Issue: Efficient and effective service delivery
  - *Metric: Average response time to Priority 1 calls*
  - *Metric: Average response time to fire/EMS calls*

Year	Avg. Response Time – Priority 1
2011	3:48 (Police)

Year	Avg. Response Time – Fire/EMS
2011	4:14 (Fire)/4:47 (EMS)

- Action: Explore alternatives that may reduce response times (CS3.1.1).
- Action: Develop a strategy for improving/expanding fire training spaces (CS3.2.2).

# Well Managed Government

## *Implementing plaNorfolk2030*

## □ Issue: Plan Implementation

- *Metric: Land use changes, CIP projects, etc. that are consistent with plaNorfolk2030.*

- Action: Review all land use applications, CIP projects, and department/agency work plans for consistency with plaNorfolk2030 (IP1.1.1, IP1.1.2, IP1.1.3).
- Action: Regularly evaluate city codes to ensure that the goals of plaNorfolk2030 are being implemented effectively (IP1.2.1).
- Action: Regularly review best practices to ensure city codes are as effective as possible (IP1.2.2).
- Action: Prepare a status report on plaNorfolk2030 at least every two years (IP1.2.3).

# Next Steps

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- ❑ CPC Public Hearing— December 13, 2012
- ❑ City Council Public Hearing—January/February 2013

# For More Information

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□ Web Page:

- <http://www.norfolk.gov/Planning/GeneralPlan.asp>

□ Facebook:

- <http://www.facebook.com/NorfolkVA>

□ Email:

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